



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Reissue Application Of:	Tiffany & Company
For:	CUT CORNERED SQUARE MIXED-CUT GEMSTONE
Reissue Application No.:	10/626,376
Reissue Application Filing:	July 24, 2003
Original Patent No.:	6,363,745
Original Patent Granted On:	April 2, 2002
Examiner: Jack W. Lavinder	Art Unit: 3677

1185 Avenue of the Americas
New York, New York 10036
September 17, 2008

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

DECLARATION OF JIN SONG

I Jin Song, declare as follows:

1. I am employed by Tiffany & Co. ("Tiffany") of New York, NY, and my present title is Senior Financial Analyst. In that position, I have access to records of Tiffany sales for jewelry lines which Tiffany maintains in course of its business.
2. During the period 1999 to 2007, Tiffany's most successful Solitaire Diamond Rings ("SDR"), which are primarily engagement diamond rings, have had three different types of gemstone cuts, which Tiffany refers to as Tiffany Setting, Lucida and Legacy. The Tiffany Setting is a traditional round brilliant gemstone cut, and has

been sold since before 1999. Tiffany started selling the Lucida SDR in 1999, and started selling the Legacy SDR in 2003.

3. I have collected from Tiffany records sales information for Tiffany Setting, Lucida and Legacy SDRs for the period 1999-2007, and attach this information in Exhibit 1. These sale numbers are for world wide sales, and include only sales of SDRs that are less than three carats. As shown in attached Exhibit 1, over the period from 1999-2007, the Lucida SDR has been very successful commercially, but has not detracted or diminished in any significant way from the sales of the Tiffany Setting SDR. The sales of Tiffany Setting SDRs have generally increased annually over this period, except for 2001 and 2002 in which Tiffany experienced a slow business cycle downturn in all jewelry sales, from which it recovered in 2003.
4. For the period 2001-2007 inclusive for Tiffany Setting SDRs Tiffany had sales of about \$1.111M. For Lucida SDRs, Tiffany had sales of about \$299.5M. For the period 2003-2007 inclusive for Legacy SDR, Tiffany had sales of about \$65.4M
5. I hereby declare that all statements made herein on my own knowledge are true and that all statement made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the subject patent.

Date: _____

Jin Song

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started selling the Legacy SDR in 2003.

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Date:

9/17/2008

Jin Song
Jin Song

9/16/2008

SDR Style	Fiscal Year 1999	Fiscal Year 2000	Fiscal Year 2001	Fiscal Year 2002	Fiscal Year 2003	Fiscal Year 2004	Fiscal Year 2005	Fiscal Year 2006	Fiscal Year 2007
Legacy	\$	\$	\$	\$	\$	\$	\$	\$	\$
Lucida	13,029,742	55,320,516	49,438,756	41,184,404	45,074,788	42,965,159	42,237,114	40,207,447	38,422,565
Tiffany Setting	123,278,179	127,787,872	112,893,763	112,489,175	142,086,091	158,511,870	173,021,781	192,195,868	219,185,666
Grand Total	136,307,921	183,108,388	162,332,548	153,673,579	187,227,829	211,818,569	232,762,231	250,214,387	278,244,597

EXHIBIT 1